

## Message Text

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PAGE 01 TOKYO 03647 110559Z

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W  
----- 083777

R 110545Z MAR 76  
FM AMEMBASSY TOKYO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7594

UNCLAS TOKYO 3647

E.O. 11652: N/A

TAGS: BEXP, BRRA, JA

SUBJECT: FOREIGN BUYERS PROGRAM (FBP)

REF: NAHA 87

1. THE EMBASSY SUPPORTS NAHA'S REQUEST (REFTEL) THAT COMMERCE FUND PER DIEM AT DOLS 20 PER DAY AND REGISTRATION FEE FOR FSL WHO ACCOMPANIES FOREIGN BUYERS GROUP (FBG).

2. THE MISSION HAS DEVELOPED THE FBP INTO HIGHLY EFFECTIVE TECHNIQUE FOR PROMOTING U.S. EXPORTS TO JAPAN. JAPANESE BUYERS, PARTICULARLY OF CONSUMER GOODS, HAVE TRADITIONALLY IMPORTED THROUGH TRADING COMPANIES THAT IN EFFECT DETERMINED WHAT WAS SALEABLE IN JAPAN. THE BUYERS CAN CHOOSE FROM A BROAD RANGE OF PRODUCTS EXHIBITED IN U.S. FAIRS, IMPORT DIRECTLY, AND SAVE ON THE COMMISSION PAID THE TRADING COMPANIES. THIS HAS HAD THE ADDED BENEFIT OF MAKING IT POSSIBLE FOR THESE BUYERS, I.E., RETAILERS AND WHOLESALERS, TO PRICE U.S. IMPORTS MORE COMPETITIVELY WITH DOMESTIC PRODUCTS. DIRECT IMPORTS HAVE ADDED IMPORTANCE TO OKINAWA BUYERS WHO DO NOT LIKE DEALING WITH "MAINLAND" JAPANESE TRADING COMPANIES AND FIND THE ADDED COST FOR COMMISSION AND FOR SHIPPING FROM YOKOHAMA OR KOBE TO NAHA CAN ADD SIGNIFICANTLY TO THE COST OF U.S. IMPORTS.

3. WE BELIEVE THE PRESENCE OF AN FSL WITH THE FBG HAS CONTRIBUTED TO THE SUCESS OF THE PROGRAM. MANY OF  
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THESE BUYERS DO NOT RPT NOT SPEAK ENGLISH, ARE

UNFAMILIAR WITH AMERICAN BUSINESS PRACTICES, AND MAY FEEL UNCOMFORTABLE AT AN AMERICAN FAIR. THE FSL UNDERSTANDS THE JAPANESE BUYERS REQUIREMENTS AND ACTS AS INTERPRETER AND GUIDE FOR THE BUYERS. FOR THE OKINAWANS WHO ARE LESS SOPHISTICATED THAN TOKYO AND OSAKA BUSINESSMEN, THE PRESENCE OF FSL GROUP LEADER CAN MAKE THE DIFFERENCE IN ORGANIZING SUCCESSFUL FBG.

4. WE HOPE COMMERCE WILL RECOGNIZE THE IMPORTANT ROLE THE FSL HAS IN JAPANESE FBG'S AND ESTABLISH A BUDGET TO PAY THE PER DIEM AS MAY BE REQUIRED. FURTHER, WE BELIEVE COMMERCE SHOULD CONSIDER A MODEST BUDGET FOR PROMOTING THE FBP IN JAPAN TO COVER, FOR EXAMPLE, DIRECT MAILING AND ADVERTISING IN SELECTED TRADE PUBLICATIONS. WE COULD ALSO PREPARE A SPECIAL EDITION OF THE COMMERCIAL NEWSLETTER, DESCRIBING IN SOME DETAIL EACH FBP-DESIGNATED U.S. FAIR AND DISTRIBUTE THROUGH TRADE ASSOCIATIONS ETC.  
SHOESMITH

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**Capture Date:** 01 JAN 1994  
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**Current Classification:** UNCLASSIFIED  
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